

## **REMARKS**

Applicants reply to the Final Office Action dated December 12, 2006 within two months. Thus, Applicants request an Advisory Action, if necessary. Claims 1-4, 6, 14, and 15 were pending in the application and the Examiner rejects claims 1-4, 6, 14, and 15. Applicants add new dependent claim 16. Support for the new claim and amendments may be found in the originally-filed specification, claims, and figures. No new matter has been introduced by the new claim or the amendments. Reconsideration of this application is respectfully requested.

### **Rejection under 35 U.S.C. § 112**

The Examiner rejects claims 1-4, 6, and 14-15 under 35 U.S.C. § 112, first paragraph, as failing to comply with the written description requirement. Specifically, the Examiner asserts that claims 1 and 14, “contain subject matter which was not described in the originally-filed specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time of the application was filed, had possession of the claimed invention” (page 2, item 6). Applicants respectfully traverse this rejection.

In supporting the rejection, the Examiner recites features of Applicants’ amended claims that the Examiner asserts are not present in the originally filed specification. As previously noted, the features may be found in the originally-filed specification and/or U.S. Provisional Application No. 60/178,456, filed January 27, 2000, which is incorporated by reference by the present application. While Applicants assert that one of ordinary skill would understand that the term “data elements” is indicative of web page components, Applicants nevertheless amend the claims in the interest of expedited prosecution, and replace the phrase with “components” which is adequately supported in the originally-filed specification and/or incorporated U.S. Provisional.

The Examiner next recites the claim feature, “receiving, from a user computer, a request to view said updated content page, wherein said request includes user preferences” (emphasis added) as lacking support within the originally filed specification. The originally-filed specification teaches that a user connects to the Internet to request information from a database containing various XML files relating to various web pages. Once the requested XML file is located, it is translated to an HTML page for presentation to the user (*see*, page 6, line 25 to page 7, line 7). U.S. Provisional Application No. 60/178,456 teaches that the web pages include both page level tagging and component level tagging. Section 2.2.2 on page 6 specifically states that, “tags are used to ‘match’ user’s preferences (determined by the click count for category:

keywords associated with the pages the visitor has viewed over time or by some other business rule)” (emphasis added). Those of ordinary skill would appreciate that the steps described in section 2.2.2 take place following a request and prior to providing the requested web page to the user.

The Examiner next recites the claim feature, “retrieving said components according to said content mapping data of said updated content page, wherein each of said components includes a category tag created from said user preferences” (emphasis added) as lacking support within the originally-filed specification. Applicants amend this claim element in claims 1 and 14 in accordance with the originally-filed specification.

The originally filed specification teaches that when a user requests a web page, individual content components are combined to form the web page content. For example, page 7, lines 18 through 21 of the specification describes several types of components such as navigation components, cross-sell components, copyright components, etc. Section 2.2.2 of U.S. Provisional Application No. 60/178,456 teaches component level tagging, which is used to match the user’s preferences with relevant content and cross-sell components. In the footnote located on page 5 of the provisional application, item 3 describes tags that are used to “register a visitor’s interest by incrementing an internal counter on how many times this visitor (and all visitors) have viewed content classified in particular category: keyword pairs” (emphasis added).

The Examiner recites the claim feature, “retrieving offer content based on each of said category tag” as lacking support within the originally filed specification. Applicants remove this element from the claims, as a component may encompass offer content (“cross-sell”) information. Thus, offer content may be retrieved according to the preceding claim element as described above, namely “retrieving said components according to said content mapping data of said updated content page, wherein each of said components includes a category tag created from said user preferences”.

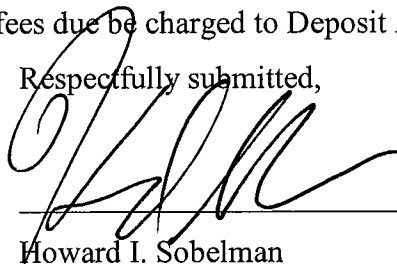
The Examiner further recites the claim feature, “positioning said retrieved data elements and said retrieved offer content on said updated content page according to said content mapping data” as lacking support within the originally filed specification. The originally-filed specification discloses that “component item information used in generating various items within a page” (page 7, line 24). Paragraph 3 of page 7 describes how content is arranged on a web page according to “component mapping” as defined by page level information. Applicants assert

that those of ordinary skill would immediately appreciate that the disclosed "page index" comprises content mapping data that is used to position retrieved components within a web page.

Claims 2-4, 6, and 15 depend from independent claim 1. Applicants assert that claims 2-4, 6, and 15, as well as new claim 16 are fully supported by the originally filed specification as set forth above.

In view of the above remarks and amendments, Applicants respectfully submit that all pending claims properly set forth that which Applicants regard as their invention and are allowable over the cited references. Accordingly, Applicants respectfully request allowance of the pending claims. The Examiner is invited to telephone the undersigned at the Examiner's convenience, if that would help further prosecution of the subject application. Applicants authorize and respectfully request that any fees due be charged to Deposit Account No. 19-2814.

Respectfully submitted,



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